

## Message Text

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ACTION EA-07

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FM AMEMBASSY TOKYO

TO USDOC WASHDC

INFO SECSTATE WASHDC 3247

UNCLAS TOKYO 9156

E.O. 11652: N/A

TAGS: BEXP, JA

SUBJECT: HOTEL AND RESTAURAN EQUIPMENT TRADE CENTER EXHIBITION  
MARCH 1975

FOR OIM/WELCH

REF: USDOC 9700.

1. (A) OBATA, SALES MGR, MURAKO STAINLESS INDUSTRIAL CO, AGENT FOR MCGRAW-EDISON AND INTL MANAGEMENT SYSTEMS, WILL DEFINITELY PARTICIPATE SUBJECT SHOW ALTHOUGH MURAKO IS REGULAR PARTICIPANT FOR BOTH AUG TOKYO INTL RESTAURANT FAIR AND MARCH TOKYO INTL HOTEL AND RESTAURANT SHOW.

(B) NAGASHIMA, NISSEI CO, AGENT FOR H.D. SHELDON FOR REYNOLDS EQUIPMENT, ALSO WILL PARTICIPATE SUBJECT SHOW ALTHOUGH, HE SAID, NISSEI IS NOT REGULAR PARTICIPANT FOR THESE TWO DOMESTIC SHOS. (C) ARAI, BOKUSUI KOHEKI, AGENT FOR HOBART MFG CO., WILL NOT PARTICIPATE SUBJECT SHOW SINCE BOKUSUI WILL PARTICIPATE TOKYO INTL HOTEL AND RESTAURANT SHOW.

(D) TC CAN NOT IDENTIFY AGENT FOR DAVID KOETSER CO. ADVISE NAME ADDRESS AND PHONE NUMBER OF AGENT.

2. AS FOR COMPETITION WITH 1975 TOKYO INTOL HOTEL AND RESTAURANT SHOW, OBATA, MURAKO STAINLESS, AND NAGASHIMA, NISSEI CO. CLEARL STATE THAT THEY WILL CANCEL PARTICIPATION JAPANSE SHOW IN ORDER TO PARTICIPATE SUBJECT SHOW, WHILE ARAI, BOKUSUI KOHEKI, WILL NOT.

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EM TC PREVIOUSLY RESCHEDULED SUBJECT SHOW DATES, MARCH

10-15, TO OVERLAP TWO DAYS WITH JAPANESE SHOW. HOWEVER, HIRAYAMA, TRANSWORLD, MARKET RESEARCH CONTRACTOR FOR SUBJECT SHOW THEME, STRONGLY RECOMMENDS COMPLETE OVERLAPPING WITH JAPANESE SHOW. CONSEQUENTLY TC PROPOSES CHANGE SHOW DATES TO MARCH 14-18, 1975.

4. HIRAYAMA, ALSO PROVIDED FOLLOWING MARKET INFORMATION:  
(A) MARKET SIZE: 2.2 BILLION DOLLAR IN 1973; (B) GROWTH RATE: 1972-22.1 PERCENT, 1973-27.3 PERCENT, 1974-ESTIMATED AROUND 20 PERCENT; (C) JAPAN'S TOTAL IMPORTS: 26.9 MILLION DOLLARS IN 1973: - 64.7 PERCENT. HIRAYAMA'S RECOMMENDATION FOR THIS THEME IS POSITIVE. FYI, MARKET RESEARCH REPORT DUE NEXT WEEK.

5. INDUSTRIAL AND SCIENTIFIC CONFERENCE MANAGEMENT INC, TOKYO OFFICE ADVISES BOOTH CHARGE (2.7 METER X 3 METER) AS 195,000 YEN. APPROXIMATELY 50 U.S. FIRMS ARE PARTICIPATING 1974 AUGUST INTL RESTAURANT EQUIPMENT FAIR DIRECTLY OR INDIRECTLY THROUGH RESPECTIVE JAPANESE AGEN. CULBERT

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